



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract # 322817

Schedule Dates	09/18/12-09/27/12	Date Entered	07/18/12
Advertiser	Pol/Iss/American Crossroads (13324)	Last Modified	09/25/12
Agency/T-Code	Crossroads Media (1218)/055317791	Entered By	Jill Hipskind
Product	Political - Issue (1068)	CO-OP	No
Brand	691 (133290)	Headline #	06240910
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	MARONEY,STEPHANIE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	11/27/691	Commission	\$9,675.00
Account Types	National/Political	Net Total	\$54,825.00
Billing Type	Standard	Sales Tax	
Comments	AMERICAN CROSSROADS ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** AMERICAN CROSSROADS		

Charlotte (WSOC)			
By Broadcast Month	Spots	Rate	
Sep. 2012	67	\$64,500.00	
Grand Total:	67	\$64,500.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/19/12-09/19/12	3	:30	5A- 6A (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
2.0	Normal Line / Spot	09/20/12-09/20/12	3	:30	5A- 6A (EST)					1				1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
3.0	Normal Line / Spot	09/21/12-09/21/12	3	:30	5A- 6A (EST)						1			1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
4.0	Normal Line / Spot	09/25/12-09/25/12	3	:30	5A- 6A (EST)			1						1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
5.0	Normal Line / Spot	09/26/12-09/26/12	3	:30	5A- 6A (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
6.0	Normal Line / Spot	09/27/12-09/27/12	3	:30	5A- 6A (EST)					1				1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
7.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	6A- 7A (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
8.0	Normal Line / Spot	09/18/12-09/18/12	3	:30	6A- 7A (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
9.0	Normal Line / Spot	09/19/12-09/19/12	3	:30	6A- 7A (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
10.0	Normal Line / Spot	09/20/12-09/20/12	3	:30	6A- 7A (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
11.0	Normal Line / Spot	09/26/12-09/26/12	3	:30	6A- 7A (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
12.0	Normal Line / Spot	09/27/12-09/27/12	3	:30	6A- 7A (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
13.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	7A- 9A (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
14.0	Normal Line / Spot	09/18/12-09/18/12	3	:30	7A- 9A (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Advertiser	Pol/Iss/American Crossroads (13324)	Last Modified	09/25/12
Agency/T-Code	Crossroads Media (1218)/055317791	Entered By	Jill Hipskind
Product	Political - Issue (1068)	CO-OP	No
Brand	691 (133290)	Headline #	06240910
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	MARONEY,STEPHANIE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	11/27/691	Commission	\$9,675.00
Account Types	National/Political	Net Total	\$54,825.00
Billing Type	Standard	Sales Tax	
Comments	AMERICAN CROSSROADS ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** AMERICAN CROSSROADS		

By Broadcast Month	Spots	Rate
Sep. 2012	67	\$64,500.00
Grand Total:	67	\$64,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	09/19/12-09/19/12	3	:30	7A- 9A (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
16.0	Normal Line / Spot	09/20/12-09/20/12	3	:30	7A- 9A (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
17.0	Normal Line / Spot	09/25/12-09/25/12	3	:30	7A- 9A (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
18.0	Normal Line / Spot	09/27/12-09/27/12	3	:30	7A- 9A (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
19.0	Normal Line / Spot	09/24/12-09/24/12	4	:30	9A- 10A (EST)		1							1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
20.0	Normal Line / Spot	09/18/12-09/18/12	4	:30	9A- 10A (EST)			1						1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
21.0	Normal Line / Spot	09/19/12-09/19/12	4	:30	9A- 10A (EST)				1					1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
22.0	Normal Line / Spot	09/20/12-09/20/12	4	:30	9A- 10A (EST)				1					1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
23.0	Normal Line / Spot	09/21/12-09/21/12	4	:30	9A- 10A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
24.0	Normal Line / Spot	09/25/12-09/25/12	4	:30	9A- 10A (EST)			1						1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
25.0	Normal Line / Spot	09/26/12-09/26/12	4	:30	9A- 10A (EST)				1					1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
26.0	Normal Line / Spot	09/27/12-09/27/12	4	:30	9A- 10A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
27.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	12P- 1P (EST)		1							1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
28.0	Normal Line / Spot	09/19/12-09/19/12	3	:30	12P- 1P (EST)			1						1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12

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Agency/T-Code	Crossroads Media (1218)/055317791	Entered By	Jill Hipskind
Product	Political - Issue (1068)	CO-OP	No
Brand	691 (133290)	Headline #	06240910
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	MARONEY,STEPHANIE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	11/27/691	Commission	\$9,675.00
Account Types	National/Political	Net Total	\$54,825.00
Billing Type	Standard	Sales Tax	
Comments	AMERICAN CROSSROADS ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** AMERICAN CROSSROADS		

Charlotte (WSOC)		
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Grand Total:	67	\$64,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0	Normal Line / Spot	09/20/12-09/20/12	3	:30	12P- 1P (EST)					1				1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
30.0	Normal Line / Spot	09/25/12-09/25/12	3	:30	12P- 1P (EST)			1						1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
31.0	Normal Line / Spot	09/26/12-09/26/12	3	:30	12P- 1P (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
32.0	Normal Line / Spot	09/24/12-09/24/12	4	:30	5P- 5:30P (EST)		1							1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
33.0	Normal Line / Spot	09/19/12-09/19/12	4	:30	5P- 5:30P (EST)			1						1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
34.0	Normal Line / Spot	09/20/12-09/20/12	4	:30	5P- 5:30P (EST)				1					1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
35.0	Normal Line / Spot	09/21/12-09/21/12	4	:30	5P- 5:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
36.0	Normal Line / Spot	09/26/12-09/26/12	4	:30	5P- 5:30P (EST)			1						1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
37.0	Normal Line / Spot	09/27/12-09/27/12	4	:30	5P- 5:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
38.0	Normal Line / Spot	09/24/12-09/24/12	4	:30	5:30P- 6P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
39.0	Normal Line / Spot	09/18/12-09/18/12	4	:30	5:30P- 6P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
40.0	Normal Line / Spot	09/20/12-09/20/12	4	:30	5:30P- 6P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
41.0	Normal Line / Spot	09/21/12-09/21/12	4	:30	5:30P- 6P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
42.0	Normal Line / Spot	09/25/12-09/25/12	4	:30	5:30P- 6P (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12

CONFIRMATION CONTRACT

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Agency/T-Code	Crossroads Media (1218)/055317791	Entered By	Jill Hipkind
Product	Political - Issue (1068)	CO-OP	No
Brand	691 (133290)	Headline #	06240910
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	MARONEY,STEPHANIE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	11/27/691	Commission	\$9,675.00
Account Types	National/Political	Net Total	\$54,825.00
Billing Type	Standard	Sales Tax	
Comments	AMERICAN CROSSROADS ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** AMERICAN CROSSROADS		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Sep. 2012	67	\$64,500.00
Grand Total:	67	\$64,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
43.0	Normal Line / Spot	09/26/12-09/26/12	4	:30	5:30P- 6P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
44.0	Normal Line / Spot	09/21/12-09/21/12	4	:30	6P- 6:30P (EST)					1				1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		7/18/12
45.0	Normal Line / Spot	09/26/12-09/26/12	4	:30	6P- 6:30P (EST)			1						1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		7/18/12
46.0	Normal Line / Spot	09/18/12-09/18/12	4	:30	7P- 7:30P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
47.0	Normal Line / Spot	09/19/12-09/19/12	4	:30	7P- 7:30P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
48.0	Normal Line / Spot	09/20/12-09/20/12	4	:30	7P- 7:30P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
49.0	Normal Line / Spot	09/21/12-09/21/12	4	:30	7P- 7:30P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
50.0	Normal Line / Spot	09/25/12-09/25/12	4	:30	7P- 7:30P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
51.0	Normal Line / Spot	09/27/12-09/27/12	4	:30	7P- 7:30P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
52.0	Normal Line / Spot	09/24/12-09/24/12	4	:30	7:30P- 8P (EST)							1		1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
53.0	Normal Line / Spot	09/18/12-09/18/12	4	:30	7:30P- 8P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
54.0	Normal Line / Spot	09/20/12-09/20/12	4	:30	7:30P- 8P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
54.0.1	Closed Preempt	09/20/12															Charlotte (WSOC)	(Manager's) Pre-empt/Exception -	

CONFIRMATION CONTRACT

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Contract #	322817	Date Entered	07/18/12
Schedule Dates	09/18/12-09/27/12	Last Modified	09/25/12
Advertiser	Pol/ISS/American Crossroads (13324)	Entered By	Jill Hipskind
Agency/T-Code	Crossroads Media (1218)/055317791	CO-OP	No
Product	Political - Issue (1068)	Headline #	06240910
Brand	691 (133290)	Demo	
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Order Type	Normal
Sales Office	Telerep/Philadelphia	Package Deal	
Buyer Name	MARONEY,STEPHANIE	Commission %	15.00
Phone/Fax	/	Commission	\$9,675.00
CPE	11/27/691	Net Total	\$54,825.00
Account Types	National/Political	Sales Tax	
Billing Type	Standard		
Comments	AMERICAN CROSSROADS ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** AMERICAN CROSSROADS		

Charlotte (WSOC)	Spots	Rate
By Broadcast Month		
Sep. 2012	67	\$64,500.00
Grand Total:	67	\$64,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
55.0	Normal Line / Spot	09/21/12-09/21/12	4	:30	7:30P- 8P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
56.0	Normal Line / Spot	09/25/12-09/25/12	4	:30	7:30P- 8P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
57.0	Normal Line / Spot	09/26/12-09/26/12	4	:30	7:30P- 8P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
58.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	11P- 11:35P (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
59.0	Normal Line / Spot	09/18/12-09/18/12	3	:30	11P- 11:35P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
60.0	Normal Line / Spot	09/19/12-09/19/12	3	:30	11P- 11:35P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
61.0	Normal Line / Spot	09/20/12-09/20/12	3	:30	11P- 11:35P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
61.0.1	Closed Preempt	09/20/12															Charlotte (WSOC)	Program Change/Exception - NFL	
62.0	Normal Line / Spot	09/25/12-09/25/12	3	:30	11P- 11:35P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
63.0	Normal Line / Spot	09/27/12-09/27/12	3	:30	11P- 11:35P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
64.0	Normal Line / Spot	09/22/12-09/22/12	2	:30	8A- 9A (EST)							1		1	\$800.00	\$800.00	Charlotte (WSOC)		7/18/12
65.0	Normal Line / Spot	09/22/12-09/22/12	4	:30	7P- 7:30P (EST)							1		1	\$600.00	\$600.00	Charlotte (WSOC)		7/18/12
66.0	Normal Line / Spot	09/23/12-09/23/12	2	:30	8A- 9A (EST)								1	1	\$850.00	\$850.00	Charlotte (WSOC)		7/18/12

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Salesperson Telerep/Philadelphia, Philadelphia (1057)
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Buyer Name MARONEY,STEPHANIE
Phone/Fax /
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Account Types National/Political
Billing Type Standard
Comments AMERICAN CROSSROADS
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** AMERICAN CROSSROADS

Date Entered 07/18/12
Last Modified 09/25/12
Entered By Jill Hipskind
CO-OP No
Headline # 06240910
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$9,675.00
Net Total \$54,825.00
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Sep. 2012
Grand Total:
Spots 67
Rate \$64,500.00
\$64,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
67.0	M/G For 61.0.1 / Spot	09/22/12-09/22/12	6	:30	11:30P- EYEWITNESS NEWS 11P M-SU	1						1		1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		9/6/12
68.0	M/G For 54.0.1 / Spot	09/22/12-09/22/12	6	:30	3P- 7P (EST)	1						X			\$1,200.00		Charlotte (WSOC)		9/20/12
68.0.1	Preempt	09/22/12															Charlotte (WSOC)	Pre-empt/Spot -	
69.0	Normal Line / Spot	09/26/12-09/27/12	6	:30	4P- 5P (EST)	1			X	X				1	\$800.00	\$800.00	Charlotte (WSOC)		9/25/12
70.0	Normal Line / Spot	09/26/12-09/27/12	6	:30	3P- 4P (EST)	1			X	X				1	\$400.00	\$400.00	Charlotte (WSOC)		9/25/12

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